ORDER

107102 Orders Order / Rev: 06858425 Alt Order #: Product Desc: PAT MAJORITY USA KSNV 1884 Estimate: 09/27/12 - 10/03/12 Amy McCreary Flight Dates: Primary AE: BLPHI Original Date / Rev: 09/26/12 / 10/09/12 Sales Office: Order Type: **GENERAL** Sales Region: National **Waterfront Strategies** Agency Name: Billing Type: Cash **Buying Contact:** Billing Contact: Billing Calendar: Broadcast EOM/EOC 1010 Wisconsin Ave. NW Billing Cycle: Washington, DC 20007 Agency Commission: 15% Patriot Majority Advertiser Name:

Demographic:

A35+

PLI1

Product Codes: Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	tart Date End Date		Gross Amount	Net Amount		
08/27/12	09/30/12	23	\$42,050.00	\$35,742.50		
10/01/12	10/03/12	39	\$44,550.00	\$37,867.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$42,050.00	\$35,742.50	0.00
October 2012	39	\$44,550.00	\$37,867.50	0.00
Totals	62	\$86,600.00	\$73,610:00	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Amy McCreary			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KSNV	28%	\$86,600.00
Market	100%	\$309 285 71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$71,135.71
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$74,228.57
KTUD	0%	\$0,00
KVVU	20%	\$61,857.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,464.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Da <u>y</u> s	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wag	n@M	430a-5a	MTWTS	:30	3	\$200.001	0.00 NM	3	\$600.00
				Wake Up Early Wagne	rs		100				Į.		
WAKE UP EARLY W/THE WAGNERS													
	Sta	rt Date	End Date	Weekdays Spot	s/Week	Rate	Rating						

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Order / Rev:

107102

Advertiser:

Patriot Majority

1884

Alt Order #:

06858425

Product Desc:

PAT MAJORITY USA

Flight Dates:

09/27/12 - 10/03/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/27/1	2 10/03/12	Wake Up Early w	_	430a-5a	MTWTS	:30	3	\$200.001	0.00 NM	3	\$600.00
WAKE	UP FARI	LY W/THE V	Wake Up Early V	Vagners								
_	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		10/03/12	MTWTS	3	\$200.00	0.00						
E 2 KSNV	09/27/1	2 10/03/12	The Doctors	CM	2pm-3pm	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
THE DO	OCTORS		The Doctors									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	27/12	10/03/12	MTWTF	3		0.00						
E 3 KSNV	09/27/1	2 10/03/12	The Agenda 1230		1230-1p	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
NEWS	4: THE A	GENDA	The Agenda 1230	0pm								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/03/12	MTWTF~~	3		0,00						
E 4 KSNV	09/27/1	2 10/03/12	Noon News	CM	12-1230pm	MTWTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
NEWS	3 AT NO	ON	Noon News									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		10/03/12	MTWTF	3	\$500.00	0.00						
E 5 KSNV	09/29/1	2 09/29/12	Weekend Jeopard	dy/WheGM	630-730pm	S-	:30	1	\$525.001	0.00 NM	1	\$525.00
IEODAI			WKND Jeop/Whe	eel								
	RDY/WH irt Date	EEL OF FO	KTUNE Weekdavs	Spots/Week	Pate	Rating						
Week: 09/		09/30/12	S-	<u> </u>	<u>Rate</u> \$525.00	0.00						
E 6 KSNV	09/27/1	2 10/03/12	Dr. Phil	СМ	3-4p	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
			Dr Phil									. ,
DR. PH	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Data	Datina						
Week: 09/		10/03/12	MTWTF	<u>3pots/vveek</u>	<u>Rate</u> \$600.00	Rating 0.00						
E 7 KSNV	09/27/1	2 10/03/12	M-F 5-6a WakeU	p w/Wa@M	5-6a	MTWTF~-	:30	3	\$600.001	0.00 NM	3	\$1,800.00
141417	UD MUTI	THE WAS	M-F 5-6a WakeU	p w/Wagners								. ,
	∪P W∏F rt Date	l THE WAGI <u>End Date</u>	VERS Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		10/03/12	MTWTF~~	3	\$600.00	0.00						
E 8 KSNV	09/29/1	2 09/29/12	Sa-Su Early News	s CM	5pm-630pm	S-	;30	1	\$675.001	0.00 NM	1	\$675.00
			Sa-Su Early New	s								
	EARLY N rt Date	EWS End Date	Mookdaya	Spots/Week	Doto	Dating						
Week: 09/		09/30/12	<u>Weekdays</u> S-	<u> 30013/4466K</u>	<u>Rate</u> \$675.00	Rating 0.00						
		· · · · · · · · · · · · · · · · · · ·	News 3 Today W	knd CM	9a-930am	SS	:30	1	\$750.001	0.00 NM	0	\$0.00
			News 3 Today						·		-	*
		//WKEND	Ma aludana	0	D-4-	D. U.					ļ	
<u>Sta</u> Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> SS	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					i	
	Date Ra		escription	<u>Start</u>	/End Time		<u>′eekdays</u>	<u>Len</u>	<u>gth</u> <u>Rate</u>	Rtg Type		
		2-09/30/12 N	ews 3 Today Wkno	d 9a-9	30am	⊷ .	Sas	iu	:30 (\$750.00)	0.00 <i>NM</i>		
*	edited	on est 1966]	l									
			The Tonight Show	v CM	1135p-1237a	MTWTF	:30	3	\$750.001	0.00 NM	3	ቀ ን ጋፍስ ስለ
2 10 10111	OOILIII	2 10/00/12	Tonight Show	v (11)	1100p-12078	T PILWIT	.50	J	Ψ130.001	O'OO IMMI	3	\$2,250.00
TONIGH	HT SHOW	V W/ JAY LE										
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		10/03/12 2 10/03/12	NEWS 3 at 4 (1 h	HOURICM	\$750.00 4-5pm	0.00 MTWTF	:30	2	\$900.001	0.00 NM	2	ቂ1 የሰስ ሰሳ
- 11 NOIW	UUIETTI	= 10/00/12	4PM NEWS (1 ho	,	(4:30 PM-5:00		.50	2	φουσ,υυ Ι	U.UU INIVI	Z	\$1,800.00
	4 AT 430	Р	•	·	•	•						
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 09/ E 13 KSNV		10/03/12 2 09/29/12	SIGN ON-SIGN C	2 DFF CM	\$900.00 5a-459a	0.00	:30	1	\$900.001	0.00 NM		ቀበለስ ሰላ
L IO RONV	USIZ31	2 00/23/12	ROS		(5:00 AM-6:00	_	.30	ı	φ800.001	O.OO INIVI	1	\$900.00
						•				•		

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KSNV

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107102

Advertiser:

Patriot Majority

Alt Order #: Flight Dates: 06858425

09/27/12 - 10/03/12

Product Desc:

PAT MAJORITY USA

Estimate:

1884

Ln Ch Start SATURDAY TO	End DAY	Inventory Code		Start/End ⁻	·	Len Spo	ots Rate Pri	Rtg Type Spo	rts	Amount
<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
E14 KSNV 09/27/		NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:00 PM-4:0	MTWTF 30 PM)	:30	2 \$900.001	0.00 NM	2	\$1,800.00
FIRST NEWS 3 Start Date Week: 09/27/12	End Date 10/03/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$900,00	Rating 0.00					
E 15 KSNV 09/27/		M-F 6-7a WakeU	pw/Wa@M	6-7a	MTWTF	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
WAKE UP WIT	H THE WAGI	M-F 6-7a WakeU NERS	lp w/Wagners							
<u>Start Date</u> Week: 09/27/12	End Date 10/03/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00					
E16 KSNV 09/30/		LAW & ORDER (Law & Order (syr	synd) RCM	<u> </u>	/ SUNS	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
LAW & ORDER Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	S	1	\$1,200.00	0.00		0 01 100 001	0.00 1/14	_	4.055.00
E17 KSNV 09/27/		M-F News 3 at E		11pm-1135 _j	pm MTWTF	:30	3 \$1,400.001	0.00 NM	3	\$4,200.00
NEWS 3 NIGHT Start Date	TSIDE End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/27/12	10/03/12	MTWTF	3	\$1,400.00	0.00					
E 18 KSNV 09/29/	12 09/29/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135 _j	pmS-	:30	1 \$1,400.001	0.00 NM	1	\$1,400.00
NEWS 3 NIGHT		1641-d	O	D-4-	D-H					
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,400.00	<u>Rating</u> 0.00					
E 19 KSNV 09/27/		•	СМ	630-730pm	MTWTF	:30	5 \$1,700.001	0.00 NM	5	\$8,500.00
JEOPARDY/WI	HEEL OF FO	M-F Jeopardy/W RTUNE	heel of Fortune	9						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/27/12 Spot Ch Date Ra	10/03/12 ange D	MTWTF escription		\$1,700.00 <u>End Time</u>	0.00 VA	leekdays	Length Rate	Rtg Type		
3 KSNV 09/27/1				730pm		TwThF				
See MG 19 IPGM CHG		Y OR WHEEL IN I	PRIME1							
6 KSNV 10/03/1	2-10/03/12 S	IGN ON-SIGN OF	•	59a (9:30 PM-10:30 H	-w	- :30 \$1,700.00	0.00 NM		
MG for 19.3 [INV CODE										
E 20 KSNV 09/27/	12 10/03/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	8 \$1,800.001	0.00 NM	8	\$14,400.00
EARLY NEWS Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 09/27/12 E 21 KSNV 09/27/	10/03/12 12 10/03/12	MTWTF~~ Today Show	CM	\$1,800.00 658a-9am	0.00 MTWTF	:30	8 \$1,900.001	0.00 NM	8	\$15,200.00
TODAY SHOW		Today Show								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/27/12 E 22 KSNV 09/28/	10/03/12	MTWTF Fri PR 9-10n	CM	\$1,900.00 9-10pm	0.00	:30	1 \$2,600.001	0.00 NM	0	\$0:00
	12 00/20/12	Friday Prime 9-1		o ropin	,	.00	ν φ2,000,00 γ	0.00 (11)	Ū	Ψ0.00
GRIMM Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	F	1	\$2,600.00	0.00					
Spot Ch Date Ra 1 KSNV 09/24/1		escription ri PR 9-10p	<u>Start</u> 9-10	<u>t/End Time</u> pm		<u>/eekdays</u> F		Rtg Type 0.00 NM		
Credited		·	5 10	F		•	.ου(ψε, σσσ. σσ)	J.50 / 11//		
	on est 1966		OM	10.11===		.20	4 #0 000 004	0.00	,	# 0.505.65
E 23 KSNV 09/27/	14 08/27/12	Thursday Prime	CM 10-11pm	10-11pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00

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Order / Rev:

107102

Advertiser:

Patriot Majority

Alt Örder #:

06858425

Product Desc:

PAT MAJORITY USA

r USA

KSNV

Flight Dates:

09/27/12 - 10/03/12

Estimate:

1884

Ln Ch Start End Inventory Code	Break Start/End	Γime Days	Len Spot	s Rate Pri	Rtg Type S	pots	Amount
ROCK CENTER WITH BRIAN WILLIAMS					1		
	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12T	1 \$3,200.00	0.00					
E 24 KSNV 10/03/12 10/03/12 Wed PR 9-10p	CM :9-10pm	W	:30	1 \$4,000,001	0.00 NM	0	\$0.00
Wednesday Prime	e 9-10pm						
LAW AND ORDER SVU							
Start Date End Date Weekdays	Spots/Week Rate	<u>Rating</u>					
Week: 10/01/12 10/07/12W	1 \$4,000.00	0.00					
Spot Ch Date Range Description	Start/End Time	<u>7</u>	<i>N</i> eekdays	<u>Length</u> <u>Rate</u>	Rtg Type		
1 KSNV 10/01/12-10/07/12 Wed PR 9-10p	9-10pm	-	W	:30 (\$4,000.00)	0.00 <i>NM</i>		
Credited				•			
[credit - mg on est 1966]							
E 25 KSNV 10/01/12 10/01/12 Mon PR 8-10p	CM 8-10pm	M	:30	1 \$4,000.001	0.00 NM	1	\$4,000.00
Monday Prime 8-			.00	, 41,000.00,	5,55 1111	•	Ψ1,000.00
THE VOICE	,						
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 10/01/12 10/07/12 M	1 \$4,000.00	0.00					
E 26 KSNV 09/30/12 09/30/12 NFL Football	CM 1P-9PM	S	:30	1\$14,000.001	0.00 NM	1	\$14,000.00
NFL Football	CIVI 17-97IVI	3	.50	1 \$ 14,000.00 1	O.OO INIVI	1	φ14,000.00
SUN NT FB: SD @ N ORLEANS							
•	Control Data	Dating			- 1		
	Spots/Week Rate	Rating			i i		
**************************************	1\$14,000.00	0.00					
N 27 KSNV 10/01/12 10/03/12 NEWS 3 at 4 (1 F		MTW	:30	1 \$900.001	0.00 NM	1	\$900.00
4PM NEWS (1 ho	our)						
Start Date End Date Weekdays	Spots/Week Rate	<u>Rating</u>					
Week: 10/01/12 10/07/12 MTW	1 \$900.00	0.00					
					Totals	62	\$86,600.00